

Recruitment and Retention the Right

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Workforce**

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What colours can you see?



What is the evidence showing?

The LGA Workforce Survey

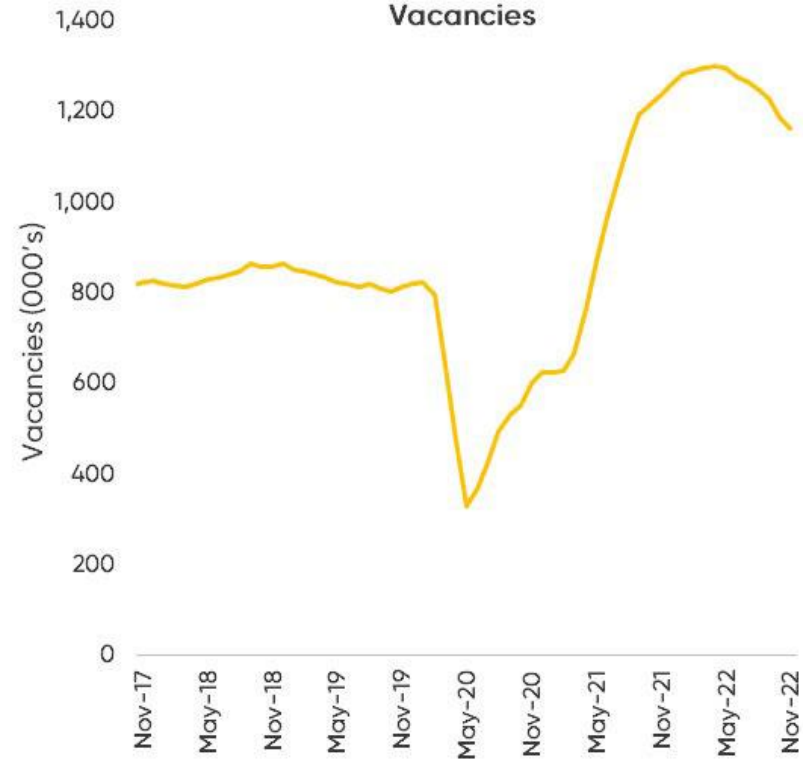
- 90% said they had a capability skills gap in a least one area.
- 58% of all county, district and single tier respondents said they were experiencing difficulties recruiting planning officers.
- 27% said they considered flexible working to be the most effective recruitment and retention action.
- 21% said they considered market supplements and 14 per cent said they considered targeted recruitment campaigns most effective
- 21% of respondents said market supplements were most effective for recruitment and retention.
- 14% stated targeted recruitment campaigns as the most useful recruitment and retention method.
- 8% of respondents have stated apprenticeships as the most effective recruitment and retention method.

Labour demand

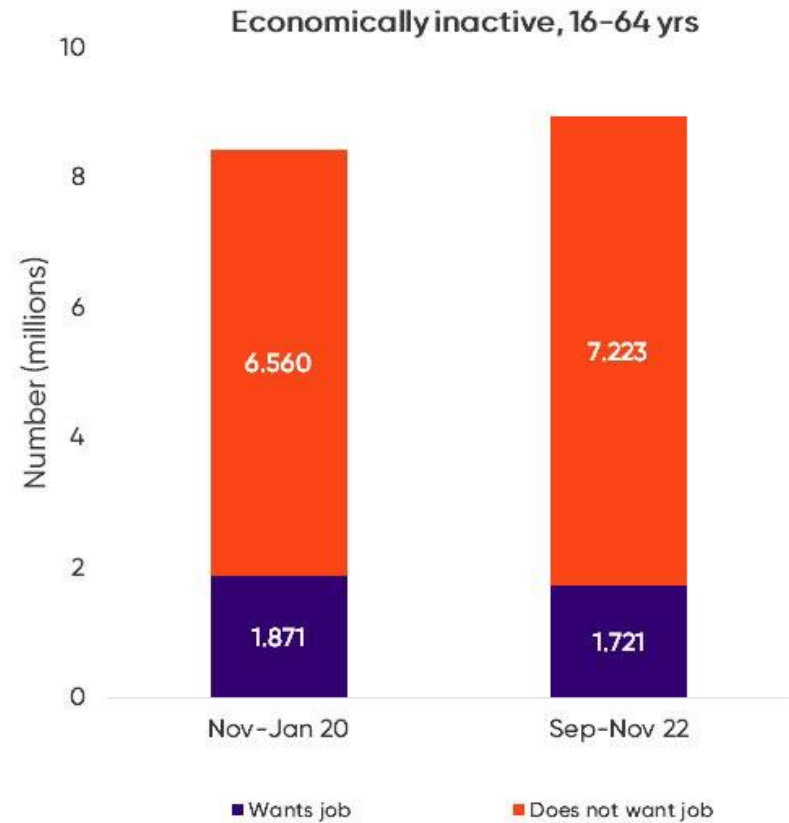
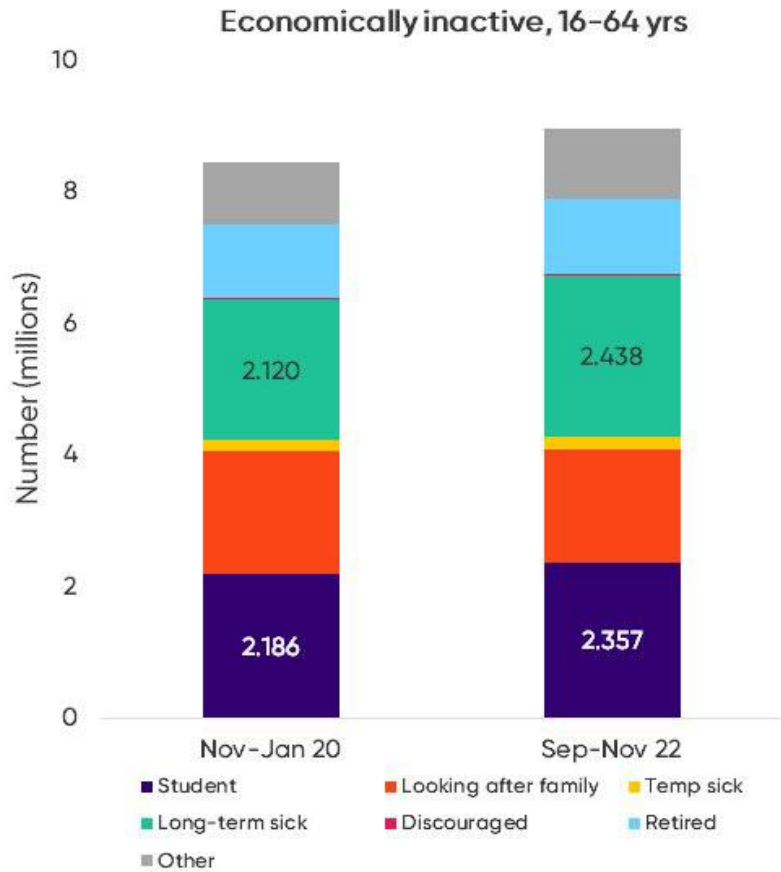
Unemployment



Vacancies



Economic inactivity



A tight situation

- Tight labour market (still)
- Hiring challenges
- Strong demand for workers
- Wage growth is high
- Inflation is even higher
- Cost of living crisis
- Pay and flexibility are at the top of peoples' minds
- Review attraction and retention strategies



Recruitment and retention: 6 P strategy

- 1) **Plan** – addressing capacity issues.
 - [Workforce Planning](#)
- 2) **Promote** – highlight the varied careers in LG.
 - [Reward strategies for local government](#)
- 3) **Process** – innovate your recruitment plan.
 - [Timewise approach to flexible hiring](#)
- 4) **Partnerships** – engage with stakeholders to promote your service.
 - [Leading Places, bringing employers, FE and HR together](#)
- 5) **People** – internal employee focus.
 - [T Levels in local government](#)
 - **Pledge** - collaboration and sharing best practice.
 - [Further case studies](#)



Top Tips for Recruitment and Retention in local government in 2023

1. Ask questions in your 7 second adverts
2. Offer remote work or flexible hours. Being able to work remotely and having the freedom and flexibility to manage their own schedules is quickly becoming expected by applicants
3. Broaden the scope of your search. ...look further afield
4. Create and nurture a positive culture that people want to be a part of
5. Recruit from within - Career progression and development
6. Look after wellbeing and it will look after you
7. Be quick and slick! Good candidates won't wait.
8. Engage often with staff and love your leavers
9. Encourage collaborative working
10. Focus on R&R, the candidate journey and EACH

Future resources

- Career changers
 - Engaging career changers.
 - Ideas for engaging people returning to work.
- [Early Careers toolkit](#)
 - Highlights ideas on engaging young people.
 - [Promoting working in local government](#) to young people.
- Creating an effective interview process
 - Reducing the time between advert and job offer.
 - Benefits of assessments.
- Tailoring your job adverts
 - Key statistics for engaging potential employees.
 - Creating a recruitment roadmap.



**Please do get in touch for LGA
support
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